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# Extension Service Review



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ATTRACTIVE SURROUNDINGS MAKE FOR CONTENTMENT

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## In This Issue

WHAT is the outstanding problem of the extension worker? It is to teach effectively, answers B. W. Ellis of Connecticut, talking on well-planned extension programs. Extension work he thinks is something more than a series of farm visits, meetings, and demonstrations. It should lead to greater satisfaction in conducting the business of farming, to better standards of living, and to the development of individuals. How shall we reach these objectives? Have a well-planned program and develop the ability to plan and conduct your teaching so that a large number of your people will adopt the practices that will help solve their problems is the prescription Director Ellis offers.

COOPERATIVE grain producers are now selling their wheat direct to the consuming markets of the world. To what extent is this benefiting them? Do they retain for themselves in this way the profits of the entire marketing operation? "Sure," says W. L. Stahl as he tells of the Farmers' National Grain Corporation and the service it is giving to wheat growers who are members of the local cooperatives with which the corporation is affiliated.

THE desired standard of living should determine the use of the land. That is what Madge J. Reese says in her review of three recent farm home economics conferences in the Western States. The farm woman who has gone through a county economic conference, Miss Reese points out, knows that she needs to do certain things, knows what her limitations are, and so fortified can work with her husband intelligently in providing for the needs of the home and the education, health, and proper development of her children.

A SAUERKRAUT club in Utah, coffee and frog raising clubs in Hawaii, and pheasant growing in New York are among the new and novel things of the 4-H world this month. Utah's sauer-

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kraut club located in Morgan County is a sure-enough sound economic demonstration. The members by growing 23.2 tons of cabbage per acre bettered the average production of the county by 6.6 tons.

Six specialists in Arkansas pooled their thoughts and efforts in putting over a highly successful forest-fire prevention campaign. They don't just talk about cooperating in Arkansas. They do it.

## On the Calendar

THE Western States Extension Conference meets at Logan, Utah, July 21-25. The subjects for the conference are agronomy extension including soils, a review of the past five years' work, and what has been done in carrying out the Western States farm crops extension program, and 4-H club work.

THE Western States will hold an Agricultural Outlook and Economic Conference at Salt Lake City, Utah, July 27-30. The conference will consider outlook material with special reference to range livestock, dairying, poultry, wheat, feed crops, and general business situation.

Four-State 4-H Club Leaders Conference (Ohio, Indiana, Illinois, and Michigan) Angola, Ind., July 16-19.

Maine Annual Extension Conference, July 8-10.

Arkansas Annual Extension Conference, August 8-11.

Wisconsin 4-H Club Week, July 8-12.

South Carolina 4-H Club Training School, July 13-18.

Massachusetts 4-H Club Camp, July 20-31.

Virginia 4-H Club Short Course, July 20-25.

Mississippi 4-H Club Camp, July 20-August 8.

Connecticut Older 4-H Club Members' Conference, July 26-August 1.

Tennessee 4-H Club Camp, July 27-August 1.

Texas 4-H Club Short Course, July 27-August 1.

Oklahoma 4-H Club Round-Up, July 28-31.

Missouri 4-H Club Round-Up, August 3-7.

North Carolina 4-H Club Short Course, August 3-8.

West Virginia Farm Women's Camp, August 3-8.

Arkansas 4-H Club Encampment, August 4-11.

Maryland 4-H Club Short Course, August 6-11.



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## What the Federal Farm Board Has Done

JAMES C. STONE

Chairman, Federal Farm Board

WITH the Federal Farm Board now entering its third year, I have been asked to tell readers of the REVIEW something of what the board has done and is trying to do to help American agriculture.

Broadly speaking, its activities divide themselves into two parts—those that have to do with the long-time program for the permanent betterment of agriculture and temporary measures, such as the wheat and cotton stabilization operations, undertaken to deal with an emergency created largely by the business depression.

### *Aim of Long-Time Program*

The long-time program seeks to bring about the development of cooperative organization among farmers to the degree where they will be in position to adjust production to the probable market demand and to merchandise their products in such a way as to reflect back to the grower the price paid by the consumer; in other words, give the producer more of the consumer's dollar. We regard this part of our work as much more important than the emergency stabilization operations, although the latter were of great benefit to farmers and the country as a whole in meeting a serious situation.

There is one thing in regard to the Farm Board's part in the development of cooperative marketing that needs constant emphasis. It is this—the Farm Board is helping farmers to build a cooperative marketing system which they themselves will own and operate in their own interest. The board is not building a marketing system nor will it operate marketing associations when they are organized. The public seems to be confused on this point, for repeatedly we see reference in the press and elsewhere to "Farm Board cooperative" or "Farm Board agency," and so forth. There is no such thing as a Farm Board cooperative; no cooperative is an agent of the Farm Board. Every cooperative being assisted by the board is farmer-owned and controlled in accordance with the

provisions of the Agricultural Marketing Act and the Capper-Volstead Act. The board's duty and purpose is to help develop cooperatives on a sound financial basis with sound operating policies.

Cooperative marketing has made substantial progress in the past two years.



James C. Stone, chairman, Federal Farm Board

Figures are not available to prove statistically just what has been accomplished. However, we do know that about six times more wool was marketed cooperatively in 1930 than ever before; that the amount of cotton handled by the cooperatives in that year was nearly doubled, and that between three and four times as much grain moved cooperatively into the terminal markets as in any previous year. Data collected by our division of cooperative marketing shows an increase of nearly 70 per cent in membership of some of the cotton cooperatives; of around 64 per cent in the large scale wool associations; 54 per cent in the large-scale egg and poultry organizations; and better than 29 per

cent in 48 of the large associations marketing dairy products. Based on available information, it is estimated that the average gain of membership in the large-scale associations is approximately 30 per cent.

The records show that there are fewer than 500 of the large-scale cooperatives and some 11,500 local associations, either independent organizations or units of federations. Reports from 3,194 of these local associations indicate an average gain in membership of a little better than 6 per cent. Thus the records show pretty conclusively that cooperative marketing has made real growth since the passage of the Agricultural Marketing Act. To my mind, however, the increase in number of farmers participating and the volume of commodities handled is no more important than another gain cooperative marketing has made in the past two years. I refer to the support that has come from educational institutions, national farm-membership organizations and broad-gauge business men, and the public generally.

In the development of the national cooperative program laid down by Congress in the Agricultural Marketing Act the Farm Board has centered its efforts largely on helping existing cooperatives to unify their sales activities on national or regional lines, depending on the character of the commodity handled, local associations to strengthen their set-up and producers to organize in the areas not now served by cooperatives.

### *Sales Agencies Organized*

Thus far cooperatives, with the assistance of the board, have set up eight national sales agencies, including grain, wool and mohair, cotton, beans, livestock, pecans, sugar beets, and fruits and vegetables.

Financial assistance extended to cooperatives by the Farm Board so far has amounted to \$240,510,638, of which \$119,040,958 has been repaid, or nearly one-half of the amount borrowed. These



loans have been made to 106 associations, many of which are national or regional marketing agencies with their membership composed of hundreds of local cooperative units. The purpose of this financial aid has been to strengthen these associations; to enable them to render more efficient service to their members; to coordinate their activities with those of other associations handling the same commodity, and in many cases, to assist in the setting up of a national sales agency for the commodity.

### **[Adjusting Production]**

Adjustment of production to probable marketing requirements is regarded by the Farm Board as fundamental. No matter how good the marketing system, it is ineffective when there is a surplus far in excess of the consumer demand. One of the duties imposed upon the Farm Board by Congress is to study the overproduction of agricultural commodities and advise growers as to the prevention of such overproduction, the theory being that it is better not to produce a surplus than to produce one and then try to control it.

### **Land Utilization**

The board is charged by Congress with the duty of studying land utilization. This is being done in cooperation with the Department of Agriculture and other interested agencies. In the not distant future it is hoped to have some recommendations looking to a definite program for taking marginal and submarginal lands out of agricultural production. Such a program participated in jointly by Federal and State Governments should go a long way in helping organized farmers to prevent overproduction.

The cooperative movement has two obstacles to overcome and protect itself against. Perhaps the more serious is that within the ranks of agriculture—apathy and indifference on the part of many farmers, who do not understand what the program means to them, and the limited number of so-called “farm leaders” who are more concerned about their own jobs than they are about getting something done for the benefit of agriculture as a whole. Then there is the opposition coming from some of those who are engaged in handling farm products. This opposition is directing its fire largely against the Farm Board with such charges as “Government in business,” “price fixing,” and “setting aside the law of supply and demand,” all designed to stir up public resentment against what is being done.

## **Studying the Home Maker and the Home**

AS A PART of the home-management project in Minnesota last year the home maker and the home were studied from a humanistic viewpoint, reports Mary M. Miller, home-management specialist in Minnesota.

At designated meetings each woman brought a list of qualifications for the home maker. One of these said, in part:

The chief characteristic of a true home maker is the ability to create a home from the materials at hand. She can with a few pieces of common furniture, a little cretonne, a packing box or two, paint, and a great deal of ingenuity create a home of beauty. Its attractiveness lies not so much in what meets the eye, but in the atmosphere with which a home maker imbues her home.

Other women had their qualifications centered around patience; an understanding heart; a sense of true values; love of her home, her work, and those around her; cheerfulness; and good health.

When the women had given their written qualifications, other qualifications as outlined in the project material were discussed, such as mental and physical alertness, proper estimate of her profession, a balanced sense of proportion, knowledge of values concerning the household activities, executive ability, civic-mindedness, and a progressive attitude toward home making.

Then the group members analyzed themselves as home makers according to

a score card which included personal traits such as appearances, health, voice, disposition, and punctuality, and specific attributes such as tact, cooperative spirit, fair-mindedness, sympathetic understanding, progressiveness, and community consciousness.

After studying the home maker the women scored their homes under six headings: The house, the grounds, the family health record and health habits, managerial aspects, family relationships, and the social training and development of the family.

Many of the women used these score cards not only at the meetings, but at their homes as well, and some of them had their husbands and children use the score cards in an effort to make the home as successful and satisfying as possible.

As a result of this work, the women now report that they regard home making as a real profession; that they realize that all home makers share the same general troubles and their work is no harder than that of others; that they have a better understanding of the responsibilities and duties of a home maker; that they plan their work so as to have more opportunities for regular recreation and self-development; that their husbands and children are more cooperative, and that they find enjoyment in doing things to improve the home.

I trust that extension workers will point out to farmers that they must not let the real purpose of the opposition be camouflaged by such tactics. That real purpose is against farmers organizing their own marketing system. Its object is to kill cooperative marketing.

Organized agriculture will have to make itself heard if it wishes to protect what it has gained. A most important work to be done is that of informing unorganized farmers and the public generally about the cooperative program. We look with confidence to the extension service in every State to give us strong support in this effort.

Looking to the future, more attention, I feel, should be paid to the farm boys and girls. In their 4-H clubs they should be encouraged to study the principles of cooperative marketing and to organize junior cooperative marketing associa-

tions, thereby gaining practical experience. It will be worth while to have these junior associations represented at meetings of the board of directors of the parent organizations, so they can see how it is done.

I believe, too, that the influence of farm women in support of the program will be a most important factor once they realize what its success is going to mean to farm home life.

Cooperative marketing is either right or it's wrong. If it doesn't produce better results for the farmer than the system he now has it won't succeed, and shouldn't. I think it will if only the farmers themselves know what to expect from it and what not to expect from it, and if, when they join a cooperative, they join it because they believe in it and have the firm determination of supporting the organization with all their strength and power.



# Cooperative Grain Marketing

W. L. STAHL

Vice President, Farmers National Grain Corporation

*Through the Federal Farm Board we have asked the several national farmers' commodity organizations to present to county extension agents a concise, clear-cut statement of the service they are prepared to render to growers who are members of local cooperative marketing associations that have affiliated with the national organization. The first of this series of articles by W. L. Stahl, of the Farmers' National Grain Corporation, appears on this page.—Editor.*

**T**HE FARMERS' National Grain Corporation, the national cooperative grain sales agency cooperating with the Federal Farm Board, is approaching the end of its first full marketing season and the beginning of a new crop year. With its second annual meeting a matter of record, and the reports of its first fiscal year available for scrutiny, all who are interested in national cooperative grain marketing may, we believe, find considerable satisfaction in what has been accomplished. These reports show major development in every phase of the corporation's affairs, and provide for the county agricultural agent the concrete information he desires to pass along to the inquiring farmer who looks to him for facts.

## Grain Purchased

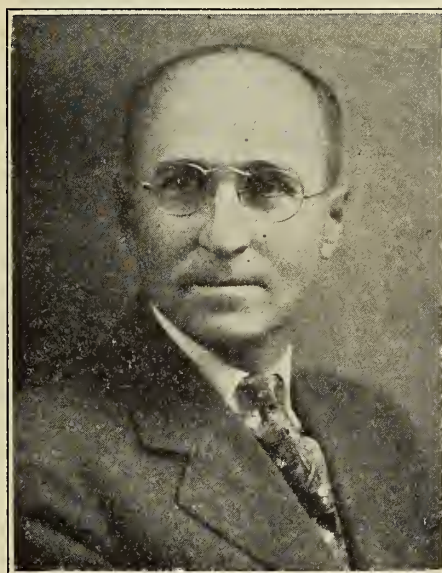
In the nine months from June 1, 1930, to February 28, 1931, the latter date marking the end of the first fiscal year, the Farmers' National Grain Corporation purchased 111,832,019 bushels of grain and earned net profits of \$666,266.84.

Directors of the corporation, mindful first of the importance of establishing this great farmers' business institution on a sound financial basis, voted to set aside in the corporation's reserve account 50 per cent of the total earnings. They also declared a 6 per cent dividend on the outstanding stock of the corporation and voted to distribute the remainder in patronage dividends to stockholders in paid-up capital stock.

These figures, of course, represent only the most tangible benefits that have come out of a year of national and international cooperative grain marketing. But important as they are, they may be regarded as insignificant compared with the vast, but more difficult to measure, benefits that have come to grain producers generally as the result of the competitive influence of their own organization bidding in every market, for any quantity of grain, at the highest average price. Nor do they compare, viewed in the broader aspect, with other outstand-

ing results that may be enumerated as follows:

1. During its first fiscal year the Farmers' National Grain Corporation had become the largest grain merchandising organization in the United States.



C. E. Huff, president Farmers' National Grain Corporation

2. It had carried its services to every grain-producing area and made contact with buyers on every important market in the United States and in all major importing countries.

3. It had become the first and the only grain merchandising organization in the United States operating on a national and international scale, placing the grain producers in the markets in their own right and giving them, for the first time, bargaining power comparable to that of the organized buyers with whom they must do business.

4. It had established substantial credit with the leading financial institutions of the country.

5. It had, for the first time, opened a way for complete coordination of cooperative effort and as the result had witnessed the most important progress in the development of cooperative grain

marketing that ever had taken place previously in the United States.

To the grain producers of the United States these reports carry a message of special interest. They mark the beginning of a new era in cooperative grain marketing, the climax of years of effort on the part of farmers and farmers' organizations to develop their own marketing agency. They definitely establish not only the farmer's right to market his own products, but his ability to set up his own marketing agency and see to it that this agency is efficiently managed.

Commenting on the developments that have taken place during the last year in the field of cooperative grain marketing, C. E. Huff, president of the Farmers National Grain Corporation, in his annual report said:

At the outset our members were largely unacquainted, dissimilar, competitive. It was the position of the Farmers National that there was room and need for further experimentation in marketing method; need for closer acquaintance; need for the cementing together which comes from work in a joint enterprise. The result of this policy has been that nearly all of the work done in the field of cooperative marketing in years past is conserved through our stockholder organizations for the future, and has become the firm basis upon which our present plans and future prospects rest.

Consolidations have occurred, notably in the spring wheat area, where three of our stockholder members have been strengthened into a single group. There has occurred a broadening in program on the part of many of our stockholders, and a greater inclusiveness and flexibility is to be found in them than at any time heretofore. There have been internal changes, which have not only strengthened our cooperatives, but which have brought them into a closer similarity. New organizations, sound in type and effectively administered, have come into being and into relationship with the Farmers National.

George S. Milnor, general manager, in his annual report, pointed out that the first and only cooperatively owned grain marketing organization to operate on a national and international basis now is a matter of fact. During the first year of its operations, he said, the Farmers'

*Continued on bottom of page 100*



## Controlling Loose Smuts in Indiana



Farmers treating seed in galvanized iron watering troughs

**C**OMMUNITY treating of wheat and barley by the hot water method with the development of smut-free areas has been found to be the only satisfactory way for the control of the loose smut diseases of these cereals in Indiana, reports C. T. Gregory, Indiana extension pathologist.

### Community Treating

The early method of treating seed with two or more barrels and a kettle of hot water to maintain the temperature of the water soon became too antiquated because it was too slow to treat sufficient quantities of seed. To meet this situation, central treating stations, using a revolving cylinder of fine-meshed hardware cloth to submerge the grain in a tank of properly heated water, were established. Where this equipment proved too expensive, large galvanized iron watering troughs, in which the sacks of seed could be soaked were located near

a supply of steam, such as a creamery, an elevator, a laundry, or a threshing engine. This latter apparatus has proved to be the most satisfactory.

Farmers utilizing the community treating service were furnished with a schedule showing what they were to do. They were expected to clean their seed, put it in burlap sacks,  $\frac{1}{2}$  bushel of dry wheat in a bushel sack, and soak it in cold water from 4 to 8 hours before bringing it to the treating station. They were told when to start soaking, when to bring the seed for treatment, and when they could expect to leave for home. They were also advised to have a clean floor ready for quickly drying the seed after treatment.

At the station the grain was dipped into the water maintained at a temperature of 129° F. to 132° F. The large volume of water obviated the necessity of preheating the sacks of grain. It was necessary to agitate rapidly for

about two minutes, after which it was only necessary to suspend the wheat in the water. For barley 15 minutes at 126° F. to 129° F. was used. Following the treatment seed was either spread out immediately or dipped in cold water and spread out later. A charge of 10 to 15 cents a bushel was made for the treatment.

### Smut-free Areas

Experience in this work since 1918 has shown that the hot-water seed treatment alone can not be relied upon to control the loose smuts. It has been found that fields of wheat which have been freed of smut by seed treatment have become seriously reinfested by smut spores blowing in from neighboring or distant fields. Therefore, the smut-free area plan has been adopted. This involves the cooperation of all farmers in a community in getting rid of smut. Such an arrangement has worked especially well in naturally isolated areas, such as valleys.

In Clinton County, Ind., such an area was built around a threshing ring covering about 25 square miles. By a contract, the farmers agreed to use clean seed which would be furnished them in exchange for their own wheat, and any farmer in the ring whose wheat was not free from smut agreed to have his grain threshed after the clean fields had been threshed. Each of these men agreed to treat enough seed wheat to plant one field to serve as a source of seed each year until all the smut had been eliminated. They also arranged to have a seed field in the center of the area for the special benefit of members on outlying farms in avoiding the danger of smut blowing in from outside infested fields.

The Farm Board: Its General Policies and Work in Helping Agriculture, by James C. Stone, chairman (Circular No. 3), was issued in March, 1931, and may be obtained free of charge by writing to the Director of Information, Federal Farm Board, Washington, D. C.

## Cooperative Grain Marketing

*Continued from page 99*

National Grain Corporation has carried its services to farmers in every grain-producing area and made contact with buyers on every important market in the United States and in all major importing countries. Branch agencies extend from coast to coast and from the spring wheat region to the Gulf of Mexico. During its first year of operation the

corporation has acquired, through purchase or lease, a total of approximately 20,000,000 bushels of storage space, including facilities at both terminal and subterminal points.

Export business has been moved from the Atlantic seaboard, the Gulf and the Pacific coast, grain in satisfactory volume having been sold to Norway, Belgium, Switzerland, France, Germany, Holland, United Kingdom, Greece, Denmark, Turkey, China, and Japan. In this connection, Mr. Milnor pointed out

that grain purchased from farmers is handled, stored, sold, and delivered to both domestic and world markets through marketing machinery owned or controlled by the grain producers themselves.

"This achievement," Mr. Milnor said, "gives us considerable satisfaction, as it may be truthfully said that cooperative producers are now selling their wheat direct to the consuming markets of the world and are retaining for themselves the profits of the entire operations."



# Well-Planned Extension Programs

BENJAMIN W. ELLIS

Director, Connecticut Extension Service

**S**UCCESS in extension work depends in a large measure upon securing the action of a number of people in adopting recommended practices which lead to greater satisfaction in conducting the business of farming, better standards of living, and the development of individuals.

What to teach and how to teach it are two outstanding problems in the extension field, but I think we have learned through experience that "the greatest of these" is how.

Our teaching problem is not one of merely passing out information. It requires a knowledge of the science of teaching, of selling, of the principles of psychology and the details of sociology in order to reach a successful solution of the problem associated with human relationships which occupies so important a place in extension teaching.

## *See Fundamental Problems*

It is not difficult for the present-day extension representative to keep busy making farm visits, conducting demonstrations, and attending meetings. The agent or specialist who would leave an imprint upon the agriculture or home life of the county or State has a much larger task. As a leader he must see the fundamental problems which retard agricultural improvement. He needs a well-planned program which gives an answer to the larger problem and he must possess the ability to so plan and conduct his teaching that a large number of people will adopt the practices which give a solution to the problem.

The extension worker must realize that the number he can teach through individual contact is limited, no matter how satisfactory this type of teaching may be. He must appreciate that many learn just as he has through agencies other than the spoken word.

The well-planned program contains a statement of the problem, a practical economical solution in terms of practices which may be adopted with ease and profit, and the teaching agencies and methods to be used in developing the five stages of learning—attention, interest, desire, action, satisfaction.

There is no short cut through which to reach a correct decision as to the problem to be attacked. The important point is to secure information about the conditions and problems which the farmer

has to face and which may influence his movement to action. The mail survey, the farm-to-farm survey, and census returns have been used to good advantage.

As a basis for Connecticut's "Purebred sire" program, county surveys showed that towns raising the most young stock had the smallest percentage of purebred sires. One town was raising 10 heifers from a grade sire to one from a purebred. In one group of 72 farms less than 1 sire in 5 was capable of improving to any extent the quality of young stock raised.

We must make sure that certain conditions will not deter the spread of influence of a project. It is useless to devote much energy to interesting farmers to use certified alfalfa seed or improved seed potatoes unless this better seed is available in quantities to meet the demand.

Developing a program takes time. It is detail work, but it offers an opportunity for the best thought. We frequently take the attitude that we just don't have time for this type of study. It is much easier to go out and make farm visits, as it is easier for a farmer to do chores or other work around the farm than it is to keep a farm account book or dairy cost record.

One of our most successful programs grew out of a conference attended by a specialist, an agricultural agent, a county agent leader, and a representative from the Washington office.

## *Determine Basic Problem*

This group met for the purpose of determining the basic problem facing Connecticut poultrymen and of deciding upon the practice which would give the solution, together with the development of a plan for teaching this practice. They had before them the report of a county poultry committee which stated that the disease question was the big problem confronting the poultry industry.

As a result of the day's work it was decided that disease was the real problem to be tackled; that a few simple preventive measures offered the best solution; that the extension program should be a "Grow healthy chicks" program.

The program contained a definite teaching plan developed on the second day of the conference which included a slogan contest, news stories, and an enrollment card, "Grow healthy chicks"

leaflets, meetings, and farm visits. The program was later presented to county poultry committees for consideration, revision, and adoption. This program has been continued for five years.

To be successful, any program must be carried on until a high percentage of those who should be interested have accepted the recommended practices. This means consistent follow-up by the specialist and agricultural agent. The annual mortality in extension projects has been too great.

## *Measure Results*

Well-planned programs provide real opportunity for measuring results which are so much needed in extension work. Through the use of enrollment cards we know that 1,000 poultrymen who brood more than 1,000,000 chicks were reached effectively for three years, and we are confident that many more have adopted one or more "Grow healthy chicks" practices through the many teaching methods employed. A summary of three years' enrollment figures on more than 500,000 chicks each year shows a reduction of approximately 10 per cent in disease losses over the usual loss.

During this same period, egg production per bird in our "Home egg laying" contest increased to an average of 154 eggs. The average for the previous six years was 142 eggs.

In thinking of results we must not overlook the human side of our program. The ultimate aim beyond better crops, better livestock, and better marketing is the development of men, women, and children, and the provision of opportunity for them to develop themselves. The well-planned program will prove a most valuable aid in attaining this goal.

Letters, similar to those awarded to athletic teams, were awarded to fourteen 4-H club members at the Blue Earth High School of Faribault County, Minn., this year as recognition of outstanding 4-H club work. These letters are identical with those given for such activities as football and basket ball except that a small 4-H is placed on the bottom of the "B."

The high school of Bloomington, Minn., which recognizes 4-H club work in this manner also, makes scholarship as well as 4-H club work a requisite for such honors.



# County Farm Home Economic Conferences Held in Western States

**T**HE HOLDING of farm home economic conferences in individual counties is a development in extension work in the Western States that promises to stimulate and direct the activities of farm women in the building of a more satisfying rural life. This type of conference more than any other appears to bring about thinking and frank discussion of their problems by farm women because in such a conference they have an active part in its planning and in working out the solutions to their problems.

The results obtained at three such conferences are reported by Madge J. Reese, field agent, Office of Cooperative Extension Work, who assisted in conducting them. The location and attendance of these three conferences were as follows: Pinal County, Ariz., 86; Jackson County, Oreg., 104; and Snohomish County, Wash., 126.

Commenting on the conferences, Miss Reese says:

This type of conference offers an excellent opportunity for the farm women to take the lead in discussion and decision in lieu of the too frequent method of being talked to. It is true that the extension workers aid in the shaping up of the discussion questions and also contribute to the discussions when it seems opportune, but the burden of carrying the conference through rests with the women themselves.

Prior to each conference from 30 to 60 women participated in two or three preliminary committee meetings. Here they get a certain amount of good training in leadership, in conference methods, and a fine insight into the program of extension work in the county. This

experience develops more capable leadership in the communities represented and stimulates a renewed interest in home demonstration activities.

The informal survey and the data obtained are not an attempt at research but simply a means for securing information regarding farm home conditions which can serve as a basis on which to shape the guide questions for discussions. The informal survey is a fair basis for immediate action. One hundred per cent accuracy is not expected in such surveys but most of the information can be considered accurate enough for the purpose intended and is the only systematic local information of the kind available. The data indicate certain needs and trends to the extension agents and specialists who make a careful study and analysis of the compilation of the survey returns.

While county extension agents prior to holding such a conference already know the needs and wants of the farm homes in a general way, they are very much enlightened by the opinions, suggestions, and recommendations made by the farm women in the committee meetings and in the conference. The suggestions and recommendations are given careful consideration by the extension workers and the county councils in the planning of the next year's county home demonstration program and those of several following years.

These conferences, in every county where they have been held, have attracted wide public interest and rather complete accounts of them have been carried in local papers.

Prior to the holding of these more recent conferences, Miss Reese, in an address before the Association of Land-Grant Colleges and Universities at its annual meeting last November in discussing this type of conference, said:

Farm women or men and women in county and district conferences are setting up standards in the light of their own experience and the available data. In the 12 States or more where county economic conferences have been held, the total required budget for family living has varied from \$1,190 to \$1,733. The criticism might arise that the setting up of such a budget, in some cases, is determining how to spend an amount of money which many farm families do not have to spend on living in that particular county. No harm comes from the question raised, as it is the farm women themselves who make up the budget. The women are not unhappy because they can not adopt the budget immediately as their standard, but like to hold it up as a goal toward which to work and attain.

After a minimum budget for a desirable standard of living for a given area is set up, it is only a matter of good business that the extension economists and agricultural extension agents study the farms of the area and be able to suggest an organization of the farms which will yield, within a given period of time at least, the income sufficient for the desired standard of living. This is almost the same as saying that the desired standard of living should determine the use of the land. Why should it not?

It is sound, practical, and important that objective standards of living should be associated with the present objectives of extension programs in farm management and agricultural production within a given area and type of farming. Along with increased incomes for family living, also, ways and means of enriching rural community life must be found.



Women attending the first session of the farm home economic conference in Snohomish County, Wash.



# Central States Conference Discusses Reaching More People Effectively

**R** EACHING more farm people with extension projects and increasing the effectiveness of extension contacts with farm people furnished the central theme of discussion at the Central States Extension Conference held at Lincoln, Nebr., April 28-30, 1931. Outstanding results of the discussions follow:

Our hope for reaching larger numbers of boys and girls lies largely in the enlistment of greater numbers of local leaders and giving such leaders better training. The introduction of vocational guidance features into club work as rapidly as possible was urged. A caution was sounded that care must be used lest too much time be devoted to the excellent few.

The need was recognized of increased effort to reach women outside the organized-project group through such means as circular letters, news articles, and general meetings, and for increasing the number of members in project groups through definite efforts on the part of the staff and of members of organized groups. Setting goals for numbers of women to be reached per county was urged.

More careful selection and training of agricultural agents, more effective result demonstrations, and easier methods of obtaining necessary information and materials were listed as the outstanding needs in reaching more farmers in counties.

The present economic situation in relation to extension work was discussed. The directors of extension agreed that if present economic conditions continue relatively more consideration must be given to those projects which have to do with the individual family enterprises

rather than those of a community or commodity aspect; farm accounting for the purpose of studying how greater economics in production can be accomplished; household management, including accounting and home improvement; and projects enabling a greater amount of the living of the farm to be produced thereon, such as vegetable gardening and food preservation. This will include also such projects as farm machinery and other general equipment repair projects.

The need of a comprehensive economic analysis for each county at least every five years was indicated, as was the fact that decreased margins of profit have stimulated renewed interest among farm people in economic information and other concrete facts which have a bearing on reduced costs and increased profits.

Means of assisting rural home makers in relation to the economic situation were listed. The following resolution was proposed:

Home life must not be impaired during this period of economic depression. This period offers to the home demonstration staff an opportunity to assist rural home makers in making the best use of income and in making available those things which are not dependent on income but which bring satisfactions to individual and family life.

Determining the objectives of program, delegation of responsibilities, and evaluation and interpretation of results were selected as the major jobs of supervision by the home demonstration group.

"A specialist in human relationships" was the definition of a supervisor as agreed upon by the members of the agricultural section who also urged that supervisors should assist agricultural agents by means of constructive sug-

gestions and inspiration, and should use improved teaching methods as a way of teaching others how to teach.

Club supervisors were urged to recognize that new social and economic problems are confronting the boy and girl on the farm and that a conscious effort should be made through our programs and projects to show them profitable practices and opportunities for a happier farm life.

Additional subjects discussed by the several groups include methods of interesting older boys and girls, effective year-round publicity plans, agricultural adjustment conferences as a basis of program planning, State and county plans of work, adequate teaching load for agents in counties, and local leadership in agriculture and home economics for adult and 4-H club projects.

The consensus of opinion among the directors of extension was that if the extension service is supported by representative local organizations of those whom it serves extension workers need have no fear of the effect of a period of depression such as now exists, regardless of the time it continues, provided those organizations effectively express their needs, and assume responsibility for the cooperative plan whereby they may have available to them information pertaining to their own problems.

Boy-scout troops in New Hampshire counties have organized themselves into 4-H clubs so that they may win their merit badges in scouting while gaining prizes, profits, and practice in practical 4-H projects in agriculture, according to C. B. Wadleigh, New Hampshire State club leader.

This movement in New Hampshire was started by a troop of boy scouts in Laconia under the leadership of William Smith, the father of Robert Smith, the 4-H boy who exhibited the best pen of chickens at the Belknap County, N. H., 4-H fair last fall. This club was named the Mohawk Boy Scout 4-H Club.

A special 4-H club edition of the Olympia (Wash.) News has been published annually for four years. This year all 16 pages of the paper were devoted exclusively to 4-H club news, except for the advertisements and less than a page of general news items.

## California's Home Demonstration Goal

**A** BOUT 1920 the home demonstration workers in California set as their goal to be attained by 1930 the adoption of some worth-while home economics practice in 50 per cent of the farm homes in the States. According to the 1920 census there were 71,848 farms in the 27 counties having home demonstration agents, so the goal was set to reach 35,924 homes.

Each year records were kept of the homes adopting recommended practices

for the first time and at the end of 1930 the agents had reported reaching a grand total of 37,826 homes, or over 1,900 more than the goal.

Finding this achievement stimulating, the home demonstration agents have set as their new goal to have, by 1940, additional practices adopted in 50 per cent of the farm homes in the counties having home demonstration agents.



## Extension Service Review

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**G. B. SMITH**, Chief, Office of Cooperative Extension Work

**J. W. HISCOX**, Chief, Office of Exhibits  
**RAYMOND EVANS**, Chief, Office of Motion Pictures

**REUBEN BRIGHAM**, Editor

JULY, 1931

### A Further Task

The burden of drought-relief effort in so far as the department has been concerned has rested very largely on county extension agents. When regular crops failed they encouraged actively the growing of emergency food and feed crops. When even emergency crops could not be grown they did what they could to bring their people in touch with assistance given by the various relief agencies in the field. They cooperated with the railroads in making the reduced rates on feedstuffs of substantial aid to farmers. They helped with the organization of county and community seed-loan committees and saw to it that every farmer who could use this financial aid to advantage obtained it. In every county in the drought area the extension agents met the practical requirements of a most difficult situation and contributed in no little degree to maintaining the morale and a hopeful outlook on the part of their people.

In a recent letter sent by him to all county extension agents in the drought area, Secretary Hyde pays a high and deserved tribute to the contribution these agents have made. At the same time he points out a further task that he asks them to impose upon themselves. He says:

In the handling of seed-loan applications you have made contact with farmers who have not previously shown much, if any, interest in extension work. We should take advantage of these contacts and try to influence the farm practices of seed-loan borrowers so as to assist them in increasing their incomes, thus

lessening their need for emergency assistance in the future. This will in large measure reward you for the heavy burden of extra work which the seed loan has imposed upon you.

### Know Them

The chief reason for placing a county extension agent in a county as the representative of the extension service is to personify the service to the people of that county. The department and the State agricultural college cease to be far-away governmental institutions to the farm family when its members become acquainted with the man or woman through whom these institutions seek to serve them. Through them the extension service establishes what we choose to call direct contact between itself and the farm family. Through the man or woman who represents them these institutions become an intimate part of the county's rural life and agriculture and household names in every home.

In the June issue of the REVIEW, M. C. Wilson, of the Washington office, brought out some interesting facts regarding the importance of direct contact in obtaining results in extension work. Studies made on more than 10,000 farms showed that of the families with whom extension agents had made direct contact through visits to the farm or at meetings, 91 per cent had reported making changes due to receiving extension information. Against this high percentage of action on the part of the direct contact group the studies showed that in the case of the families that had not had direct contact with extension agents only 41 per cent had made any change or improvement in methods or equipment as a result of extension information received. These facts, as Mr. Wilson pointed out, indicate the importance of the county extension agent employing those means and agencies that will bring him into direct contact with the people he is endeavoring to serve.

Know your people. Have them know you. Programs, organization, and teaching plans are of little avail unless expressed actively and through the personality of an agent, respected, sought after, and beloved by his people. The agent who knows his people and is known by them is the one who over a period of years will write progress into his county's rural life and agriculture. He is the agent who after a reasonable length of service is Bill or John to his demonstrators and community leaders. He is the agent who is always being urged to drop in for a meal, and when he comes is welcomed like one of the family. No

local fair, tour, church or school supper, barbeque, oyster roast, or other community event where the people of the county gather together is reckoned quite complete without him.

And, when we think of the home demonstration agent in terms of one who knows her people and is known by them, she is the agent who gets an affectionate greeting from her hostess and the local leader when she arrives for the meeting of the local home demonstration club. She is the agent who is consulted whenever she goes about Mary's dress, the baby's teeth, the curtains for the spare bedroom, or the new porch furniture. When she leaves flowers from the garden she helped bring into being or maybe a precious plaut or two stored up against her coming are given her with the fullest confidence in her understanding and appreciation.

Know your people. Have your people know you. It's the foundation of extension success.

### More Brains

Farming is a business that needs more brains applied to it. Ignorance is no remedy for a surplus. These are conclusions reached by Director B. H. Crocheron, of California, in his timely discussion in this issue of the REVIEW of whether increased efficiency is responsible for the present demoralizing surpluses of farm products. Does the effort to get more pounds of butterfat per cow, more eggs per hen, or more peaches per acre make the farm situation better or worse? Is the efficient farmer the surplus producer? Has extension effort to bring about lower production costs and more efficient farming only served to intensify the difficulties of our agricultural situation? These are the questions Director Crocheron raises and answers. Increased efficiency, he admits, may create a surplus if it ends with the ability to grow more. But efficiency, to his mind, implies proper planting plans, the adjustment of production to consumption, and the maintenance of an effective marketing system.

In brief, what we need in farming is more brains and more use of them. As Director Crocheron points out, it is the so-called marginal farmer who is the producer of the surplus. It is the man who on a hunch plants heavily without plan or reason who creates the surplus and breaks the market. He is the one who upsets every constructive effort to put agriculture on a sound economic basis. Without him it might well be that there would be no "farm problem."



# Did Efficiency Create the Surplus?

B. H. CROCHERON  
Director, California Extension Service

FOR the last five years we have had people rise up to remark that this business of getting more pounds of butterfat per cow, more eggs per hen, more peaches per acre, is only making things go from bad to worse; that increased efficiency has created the surplus, and that the Agricultural extension service, by bringing increased efficiency, has brought a surplus.

In that there is an implied compliment. The argument admits that the extension service knows how to improve the efficiency of farming and that its efforts have so resulted. But we pass by the compliment. Let's look at the criticism.

Does increased efficiency necessarily mean the creation of a surplus? Is the efficient man the real surplus producer? We think not. We believe the "marginal man" produces the surplus; that if there were only efficient producers they would manifest their brains and ability, not only by economical production but also by studying probable price trends and adjusting their production to prospective demand. It's the ignorant, inefficient producer who goes "hog wild" and plants over all creation, thus creating the surplus. Brains, ability, information—these three never injured any industry. The trouble with farming is that it hasn't enough of them. As one man recently said, "My ignorant neighbor is a menace to me."

Let's look at a few facts to justify our assertion. Here are actual figures from real farms. The farms contrasted are both in the same community, keeping records by the same method on the same industry in the same year. Let's look them over. The incomes of all these men are about the same; they are about enough to maintain a farm family on American standards.

*Poultry—Sonoma County, 1930*

|   | Poultryman A | Poultryman B |
|---|--------------|--------------|
| Flock income*.....dolls..                       | 2,670        | 2,695        |
| Eggs per hen per year.....no..                  | 127          | 147          |
| Net income per hen.....dolls..                  | 0.89         | 1.40         |
| Hens.....no..                                   | 3,000        | 1,925        |
| Total eggs marketed.....doz..                   | 32,000       | 23,000       |
| Surplus eggs arising from poorer hens.....doz.. | 9,000        | -----        |

If you have looked at those figures you have seen that because Poultryman A was less efficient he produced 9,000 dozen more eggs than did Poultryman B, and yet their incomes were the same. Dairyman A had to put 665 more pounds of butterfat on the market to make the same income as his more efficient neighbor, B. Peach Grower A had to market 598 more tons of peaches on an over-

loaded market to keep his family going, and yet his income was \$457 less than Grower B.

Increased efficiency may create a surplus if it ends with the ability to grow more. However, efficiency not only concerns production. It implies proper planting plans, the adjustment of production to consumption, and the maintenance of an effective marketing system.

The remedy for the surplus is not ignorance, such as our critics imply. One man proposed, as a remedy for the peach surplus, that no one should be allowed to produce more than 7 tons per acre. Another man proposed that no one should be allowed to produce less than 10 tons per acre. The latter

suggestion is more nearly correct as a solution of the farm problem.

The editors of the seven papers in Grant County, Ind., have organized themselves into the Grant County Press Club for the purpose of more effectively backing the agricultural extension program in that county.

Believing that the future growth and development of the county seat (a city of about 35,000) and the other towns of the county depend largely on the farmers being successful, the editors formed this organization last winter after a discussion of newspapers and their relation to agricultural improvement by T. R. Johnston, extension editor in Indiana. The extension service there is helping the editors to coordinate their information on approved extension projects.

## Discussion of His Problems Aids the Editor

The agricultural college editor occupies a strategic position in the field of agricultural education. His activities in improving the quality and increasing the quantity of constructive information widens the influence of the institution and strengthens greatly its efforts to convey promptly to the farmer and home maker facts which enable them to better their economic and social position in life. The editor must be alert to the advancement made in the technique of his profession. He must keep abreast of progress made in utilizing the bulletin, the house organ, the newspaper and farm journal, the circular letter, poster, photograph, chart, motion picture, film strip, and other informational media. His duties also demand that he teach extension workers how to utilize these media to the best advantage. The frank discussions of problems at the annual conferences of the Association of Agricultural College Editors are instructive and stimulating. The contacts made are invaluable. Administrative officers will recognize the advantages accruing to the institution and to the farm population of the State through participation of the college editor in the annual conference. It is hoped that each institution will give serious consideration to sending its editor to the next annual meeting of the association, to be held at Corvallis, Oreg., August 11 to 14, 1931.

C. W. WARBURTON,  
Director of Extension Work.

*Dairying—Imperial County, 1930*

|  | Dairyman A | Dairyman B |
|--|------------|------------|
| Farm income*.....dolls..                             | 2,490      | 2,500      |
| Butterfat per cow.....lbs..                          | 215        | 300        |
| Net income per cow.....dolls..                       | 80         | 129        |
| Cows.....no..  | 31         | 20         |
| Butterfat sold.....lbs..                             | 6,665      | 6,000      |
| Surplus butterfat arising from poorer cows.....lbs.. | 665        | -----      |

*Peaches—Sutter County, 1930*

|  | Grower A | Grower B |
|--|----------|----------|
| Orchard income*.....dolls..                    | 1,987    | 2,444    |
| Yield per acre.....tons..                      | 13.8     | 16.6     |
| Acres.....no..                                 | 77       | 28       |
| Total No. 1 peaches marketed.....tons..        | 1,063    | 465      |
| Surplus arising from poorer orchard.....tons.. | 598      | -----    |

\* Gross net income less all cash expenses and depreciation.



## Forest Fires Campaign

Six specialists in Arkansas cooperated effectively in preparing informational stories to be used in a campaign against forest fires which was conducted just prior to the 1930 fall forest-fire season, reports Charles A. Gillett, extension forester in Arkansas.

A survey had disclosed that the four chief reasons for voluntarily burning the woods were (1) to green up the grass in the spring; (2) to kill the boll weevil; (3) to get rid of the cattle ticks; and (4) to smoke and run game animals out of the woods where they could be killed. Accordingly, seven stories were prepared and sent to all weekly newspapers of the State so they would run for seven successive weeks.

The first of the series was a general story on forest fires and introduced the other six stories. Then the agronomist told of the damage which forest fires do to pastures. The State veterinarian showed proof that forest fires do not destroy ticks. The entomologist prepared a paper on the control of the boll weevil and brought out the fact that burning the woods would not kill out the boll weevil. A soil scientist pointed out the damage which forest fires caused to the soil. The game and fish commissioner discussed the effect that forest fires have on fish and game. In the final story of the series the extension forester showed the damage to mature timber which forest fires cause.

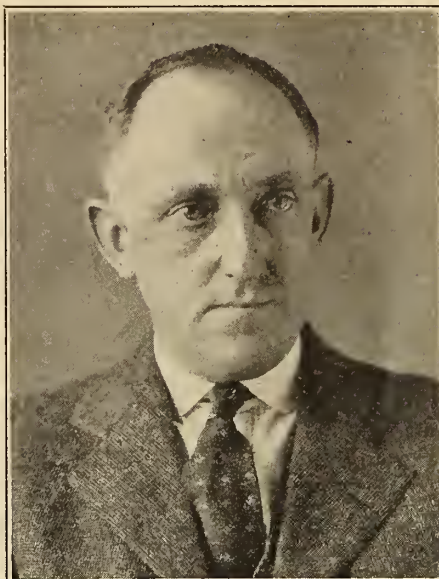
### Stories Used Extensively

A check-up of the 70 newspapers filed in the State extension office showed that 45 of them had used the complete series of stories and that others had used individual stories.

Commenting on the effect of this work, Mr. Gillett says:

Too frequently does the specialist look upon only his phases of work without properly adjusting them to the farm enterprise. In many cases this seriously handicaps him in the proper execution of his work and may also result in an unbalanced farm program. Coordination of work by specialists is essential if extension teaching is to do the greatest good for the greatest number.

The effectiveness of a county agent's news story is illustrated by the decision of the manager of a large Florida lumber company to establish pasture grasses and go into the beef-cattle business on his cut-over lands "because of a story on the subject in a Taylor County paper by County Agent R. S. Dennis."



J. H. McClain, late Federal dairy extension specialist

## J. H. McClain

J. H. McClain, extension dairyman in the Southern States for the Bureau of Dairy Industry and the Office of Cooperative Extension Work, died on May 18 at his home at Campobello, S. C., after a long illness.

Mr. McClain was born at Wellford, S. C., October 10, 1883. He was graduated from Clemson Agricultural College with the B. S. degree in 1906, and took further dairy training at Cornell University in 1907-8.

In 1907 he entered the Department of Agriculture to do dairy development work in the South, with headquarters at the experiment station of the University of Georgia. In 1911 his headquarters were transferred to Washington, and in 1919 he went on leave without pay to take Holstein-Friesian cattle from this country to France for the French high commission. When he returned to the department he was given supervision of the bureau's dairy introduction work in the Southern States, and on July 1, 1925, he was placed in charge of the dairy-production introduction work of the newly formed Bureau of Dairy Industry. From June, 1929, until his death, he was subject-matter extension specialist in dairy production for the 12 Southern States.

In commenting on Mr. McClain's work, A. B. Graham, in charge of the subject-matter specialists of the Office of Cooperative Extension Work, says:

He had traveled back and forth through the South until he thoroughly and intimately knew the people and the problems of every section. In his work

he made a host of friends who respected his opinions and called upon him for advice. Among these were presidents and deans of colleges and other leaders in the South's agriculture, journalists, and men of affairs not directly engaged in agriculture. As a speaker on the problems of Southern agriculture he was exceptionally interesting, convincing, and effective, being much in demand to speak at meetings throughout the South.

Mr. McClain is survived by his widow and a son, who is assistant county agricultural agent in Lubbock County, Tex.

## Maple Sirup Meetings

To promote the production and packing of a higher quality of maple sirup, nine maple sirup meetings were held during the first week of February in New Hampshire by the extension service with the cooperation of the State department of agriculture and the various county farm bureaus, according to K. E. Barraclough, extension forester in that State. This series of meetings is one instance of the movement for better grading and packing of farm produce which is being supported by the farmers and the extension service in New England.

At these meetings a practical Vermont sugar maker discussed the production and packing of maple sirup. The Vermont grades for maple sirup and the value of using the New England label to identify the grades were explained by the deputy commissioner of agriculture, and the extension forester talked on the care of the sugar orchard.

All the producers present indicated that they would like to have the commissioner of agriculture establish voluntary standard grades on the basis of color for New Hampshire maple sirup and sugar similar to those already established in Vermont. Under these grades the sirup must be free from foreign material, must be of a density of 36° Baumé hydrometer reading, and must weigh 11 pounds to the gallon. Fancy sirup must not be darker than No. 5, Grade A not darker than No. 7, and Grade B not darker than No. 9, according to the United States color standards.

These meetings were held because the extension forester found that the farmers were interested in improving the methods of making New Hampshire sirup and sugar and in grading their sirup according to the grades already established in Vermont.

The total value of this industry in New Hampshire is about \$450,000 a year, or about one-sixth of the total value of production in New England, Mr. Barraclough reports.



# Alabama Women Make Clothing from Sacks

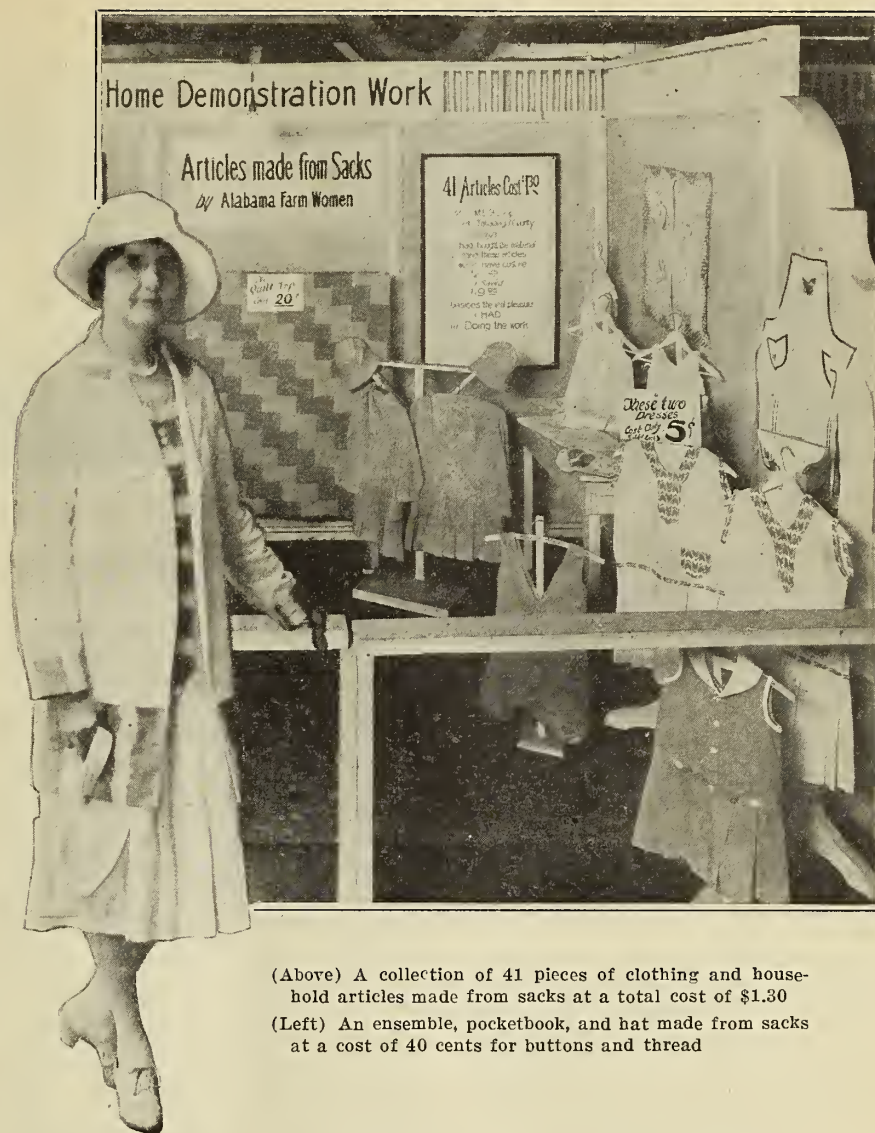
**S**ACKS were made into more than 15,000 garments and household articles at an average cost of 23 cents each by the rural women in 28 counties of Alabama last year, reports Dorothy Dean, Alabama extension specialist in clothing and handicrafts.

In writing about a cotton sack fashion show which was held in her county, Lavada Curtis, Dale County home demonstration agent, says:

The fashion show was termed the "economy show" by many. Twenty-one women and children wore dresses of sacks and to music they gracefully strolled across the stage. As each one appeared, the announcer gave the kind of sacks used for the dress, the number of sacks used, and the cost of the dress. The highest priced dress was 45 cents. In addition to the fashion show, 206 garments and household articles were on display.

Concerning her work with sacks, one of the outstanding club women says:

I have a collection of 41 pieces of clothing and household articles with an actual outlay of \$1.30, which was for thread, dye, and buttons. If I had bought all of this material new it would have cost \$21.25, and those nice sacks would never have been anything but ordinary sacks. I made all of these things at a saving of \$19.95, and used something that would have been thrown away, which means a great deal to me when cash is so scarce and hard to get.



(Above) A collection of 41 pieces of clothing and household articles made from sacks at a total cost of \$1.30

(Left) An ensemble, pocketbook, and hat made from sacks at a cost of 40 cents for buttons and thread

## Texas Holds Grain Grading Schools

**T**HREE grain-grading schools were held in Texas in February to aid in the more efficient administration of the United States grain standards and to bring about a more general and uniform application of the Federal standards, and consequently more efficient and economical marketing. These meetings were held in Sequin, New Braunfels, and Pearsall. They were organized by the San Antonio Grain and Hay Exchange, and were conducted in cooperation with the extension division of the Texas Agricultural and Mechanical College, grain merchants, millers, county farm agents, local chambers of commerce, and the educational committee of Federal grain supervision.

A large quantity of corn of high numerical grade is produced in the territory around San Antonio. It is har-

vested with a low moisture content, but much of this corn is graded mixed because of lemon yellow kernels in the white corn, and is therefore frequently discounted in the terminal markets as much as 5 cents per bushel. This entirely preventable factor was stressed by the extension agronomist and the Federal marketing specialists. As a result of these meetings numerous letters have been received from the officials of the organizations cooperating in this work saying that these schools aided greatly in convincing the producers of the economic loss caused by preventable factors which reduce the value and price of their grain.

These schools were conducted in accordance with the plans and policy of the grain division of the Bureau of Agricultural Economics for making the Fed-

eral grain standards effective at county points, and thus assuring to producers of grain of good and superior quality the premiums and prices which this grain brings in the terminal markets.

Instruction concerning the Federal grain grades was given by E. L. Morris, division supervisor. C. W. Griffin, district supervisor, discussed the supervision of grading at the Texas markets and the market demand for high-grade grain. Supervisor J. R. Holmes and Chief Inspector J. F. Shanley, of the San Antonio Grain and Hay Exchange, demonstrated moisture testing, dockage, test weight per bushel, and other grading factors. The department's motion-picture film illustrating the harvesting, inspection, and grading of grain was also shown. R. R. Reppert, Texas extension entomologist, talked on insect control in stored grain, and E. A. Miller, extension agronomist, on corn production.





A kitchen in Uintah County before and after improvement

## Room Improvement in Utah

**M**ANY houses in Utah have become homes as the result of the room-improvement work conducted by Mrs. Effie S. Barrows, home management specialist, and the home demonstration agents in that State.

Of primary interest to Utah housewives is the kitchen. The illustrations above partially tell a story of changes made in one of the 447 kitchens improved through the Utah Extension Service in 1930.

Kitchen improvement is not new in Utah. Successful campaigns have been conducted for the past six years with rather limited numbers, but during the past spring the work was done more extensively than in any previous year.

### *Refinishing Linoleum*

A popular part of kitchen-improvement work is the refinishing of old linoleum. One floor which looked like a miniature stairway because of the successive repairs of odd pieces of linoleum held in place by large brass upholstering tacks, became a complete smooth, modern floor covering. After the patches were taken off, the edges of worn spots were lined up by ruler and pencil and straight, clean edges were cut; waterproof cement was applied to the back of the linoleum around the holes and the edges were pressed tightly to the floor. Pieces were cut from linoleum scraps to exactly fit the holes. These were given a coat of water-proof cement on the under surface, fitted in the holes, and the patches and edges were weighted down until all were dry. After about 24 hours, the floor was thoroughly scrubbed and allowed to dry another 24 hours. After the floor was carefully dusted a coat of good quick drying floor enamel was applied. This was

allowed to dry for 24 hours, and then the floor was stippled with paint of several tones used elsewhere in the room. A large piece of crumpled newspaper was used for stippling and blending the colors on the floor. After another drying period, the whole floor was dusted and coated with a thin covering of quick drying floor varnish. A second coat of varnish applied after the first had dried completed the job. After a family of five had used this kitchen for a year, the floor still looked like new.

### *Old Furniture Used*

When looking over what was available to improve homes, many beautiful pieces of furniture were found. These have added to the comfort or beauty of kitchens or have given commonplace bedrooms a distinctive and attractive atmosphere.

In improving living rooms old rugs of poor coloring and design and canton flannel were dyed. In one home a rug with quantities of misused orange was made to tie charmingly into the room by replacing old bright blue drapes with dull, low-value, red-orange canton flannel hangings. Occasional other repeats of orange of different values and intensities produced a pleasing unit of the room that was previously a mass of unrelated furnishings. The home maker, taking advantage of a sale, bought 28 yards of a good quality of flannel at 15 cents a yard. This being less expensive than any lining material available, a double amount was purchased and used for both drapes and lining. Weighted tape was placed at the bottom of the drapes which hung in soft, velvety folds.

This home was included in a tour of improved homes. The living room that had been visited previously was fitted

with drapes made of material that cost \$4.75 a yard, yet every guest declared the canton flannel drapes, which cost \$4.20 for 28 yards, were far lovelier than the high-priced drapes in the other home.

Following a session on room improvement, one woman requested help in furnishing her newly remodeled home. Mrs. Barrows and the home demonstration agent, after listening to her appeal, asked permission to look over the furnishings on hand. The house had many antiques that could spell distinction in even a house of wealth. Tables, chairs, stands, and all types of lovely accessories were available.

### *Rugs Dyed*

The new oak floors, which had been laid in the dining and living rooms needed something to harmonize better than the two crudely colored floral wreath rugs which had been used for some time. These rugs were dyed a low-value of a dominant hue in the wall covering. At a cost of \$4.60 the rugs were transformed from garish garlands into velvety, brownish-rose coverings. Full-length draperies of green canton flannel, with French pleated headings, harmonized with the patterned wall paper and the dyed rugs. These draperies completed a pleasing background for the refinished antique furniture.

Exquisite India covers, two colored hardanger pieces of ancient origin, quaint sofa pillows from old covers which had never been used before, a few bits of valued pottery, and a huge patchwork spread thrown carefully over a rather worn leatherette sofa, helped to make the rooms attractive. As most of the furnishings used were already available in the home only a small amount of money was spent.



## Four Years of Hog Feeding Demonstrations

**H**OG FEEDING demonstration results in South Carolina during the past four years have shown a decrease in the amount of corn and protein supplement necessary to produce 100 pounds of gain, an increase in the quality and market value per pound of the hogs sold, and a reestablishment of confidence in the swine industry in the State, reports J. R. Hawkins, South Carolina livestock specialist. The work also has demonstrated that hog feeding provides a good market for corn and other feed produced under a diversified farming program, and has thereby helped to establish a more stable and profitable system of farming in South Carolina.

### Carrying on the Work

In South Carolina, the demonstrator is made thoroughly familiar with the rations to be used, the system of management to be followed, and the accounting record which he is to keep.

The hogs are weighed when they are started on feed. At the end of 30 days of feeding, they are again weighed in order to check up on results. Under this method Mr. Hawkins reports that farmers can be depended on to carry the demonstrations to completion and when the hogs are finished and sold they receive final evidence of the financial success of the venture.

Frequent visits from the county agent and the specialist have the effect of making the demonstrator feel that his work is important and enable the agents to detect and correct any mistakes in feeding or management before serious injury is

done. Both of these factors contribute to successful completions.

The following table gives the history of this project:

*South Carolina hog feeding demonstrations<sup>1</sup>*

|   | 1927 | 1928  | 1929  | 1930  |
|---|------|-------|-------|-------|
| Number of demonstrators.....                            | 44   | 127   | 104   | 72    |
| Number of hogs.....                                     | 414  | 2,193 | 1,474 | 1,521 |
| Pounds gained per hog.....                              | 43.3 | 65.5  | 80.0  | 96.6  |
| Bushels of corn per 100 pounds gained.....              | 6.09 | 5.9   | 5.7   | 5.32  |
| Pounds of protein supplement per 100 pounds gained..... | 31.6 | 21.6  | 23.5  | 25.8  |

<sup>1</sup> These figures do not include ton-litter demonstrations.

Mr. Hawkins reports that it seems preferable to have a farmer carry on a succession of demonstrations rather than to repeat any one kind of demonstration. For example, a farmer might first conduct a feeding demonstration in dry lot using a self-feeder containing corn and a protein supplement, and then the next season raise a ton litter, or "hog down" corn and green soybeans, or feed a lot on pasture. By locating demonstrations with new men each season, the extension service reaches an increasingly large circle of farmers and keeps continually before the public the fundamental facts of hog production.

The chief advantage of a feeding demonstration, according to Mr. Hawkins, is that it opens an approach to the problems of successful and economic hog production through making apparent the advantages and value of better breeding stock, sanitation, balanced rations, cheap and abundant feeds, forage crops, and timely production and marketing.

For example, at four district dairy conferences last year an entire day was spent with demonstrations and discussions by 32 leaders (about one-half of the active dairy leaders of the State) and 131 older members and visitors.

Recreational work, which can be used in the local clubs, is always given at the leaders' conferences because of the interest that it stimulates. Conferences are held in connection with club camps, the State fair, and the junior short course.

At the last short course the 51 leaders attending formed a State organization which helps in planning the program for future conferences and affords the leaders an opportunity to exchange ideas. The first official act of this leaders' association was to establish a student loan fund for 4-H club members wishing to continue their courses in agriculture and home economics. This suggestion came from the leaders and they are backing it up with substantial contributions.

Adequate recognition has been found to be advisable through such channels as awarding leadership service pins and mentioning any meritorious work in the newspapers.

### A Sauerkraut Club

Although there are many calf, dairy, pig, sheep, sewing, crop, and pony clubs among 4-H clubs, Morgan County, Utah, has the only sauerkraut club known to exist in that State, according to Wilford D. Porter, Utah extension editor.

The report of this club's activities during 1930, as submitted by C. R. Richards, Morgan County agricultural agent, shows that each of the five boys comprising the club grew one-half acre of cabbage. When the cabbage was sold to the kraut factory the boys sold an average of 14.9 tons of cabbage and received a gross return of \$119.20. After the cost of production was subtracted, each boy received a net profit of \$80.65 or an average of \$161.30 per acre.

Figures presented by the kraut factory for 160 acres of cabbage in that county show that the average production was 23.2 tons of cabbage per acre. Therefore the boys averaged 6.6 tons per acre better than the county average.

The New York conservation department is to furnish selected 4-H club members with 45 pheasant eggs each and then buy for liberation all healthy birds which are reared to seven weeks of age for \$1 apiece.

## Strengthening 4-H Leadership

**T**HE TRAINING, encouragement, and recognition of volunteer local 4-H club leaders are given special attention by the extension service in South Dakota because it is believed that the strength of club work depends upon the effectiveness of the local leaders, says H. M. Jones, State club leader.

South Dakota has found that leaders can be trained successfully by the conference method if the leaders themselves feel the need for such conferences and realize their value. Usually the leaders are not asked to attend more than three

conferences a year. In 1930 conferences reaching 44 counties, or two-thirds of the State, were attended by 1,299 people, although there were only 1,277 leaders listed on the State records.

The conference method has not been found to be as successful with the boys' leaders as with the girls' leaders because farm projects represent a wider diversification and make it extremely difficult to hold good conferences when the leaders of more than one project are included. To meet this situation, district subject-matter conferences are held.



## Home Furnishing Demonstrations

FIVE homes were selected as demonstrations in the house furnishing project in Allegany County, N. Y., last year, and all the home demonstration women of the county cooperated in making improvements in those five homes. Of course, all material used in the homes was paid for by the owners, but this was a small item. This work was carried on under the direction of Florence Wright, New York State housing specialist, and Janet L. Cameron, at that time county home demonstration agent in Allegany County.

### Tour of the Homes

As a culmination of this work, a tour was arranged last fall and 200 people in 63 automobiles were orderly and quickly routed to the five demonstration homes. Two deputy sheriffs who accompanied the tour all day, directed the traffic.

Each person on the tour was given a schedule of the day's activities which listed the points to look for in each room. These included such changes as the woodwork painted cream color to make the rooms lighter, woodwork rubbed down from a shiny to a dull finish, lighter and more cheerful wall paper, rugs dyed, white bedspreads and covers dyed to harmonize with attractive color schemes, pictures hung lower to become a part of the furniture group-

ing, table lamps made from old oil lamps, interesting shades made from inexpensive paper, easy chairs remade with springs and hair from old automobile seats, old chairs refinished to bring out the loveliness of the natural wood, and furniture regrouped to make several reading centers instead of one.

In noting these differences, one visitor said:

What impresses me most is that the beauty, simplicity, and restfulness so apparent in the changed rooms is due largely to fewer "things" and a more pleasing arrangement rather than to the spending of money. I believe that with thought and study I can produce a similar effect in my own home.

### Pictorial Record of the Work

One of the special features of this project was the visual record which was made of the rooms before and after improvement. At the time of the tour photographs taken before the changes were made were on display in every demonstration home so that the visitors could make definite comparisons.

Such visual records provide the specialists and the county agents with a means of presenting to the women, through photographs, lantern slides, film strips, or posters, definite illustrations of what can be done along these lines and stimulate similar effort in communities where the work is new.

placed the marmalade in from one to three stores in each town.

More containers had to be ordered and funds raised for the continuation of the project. At this point many members dropped out, but seven members continued and were assessed \$5 each. A label was selected. The secretary wrote to firms outside the county and the Missouri Pacific Railroad Co. placed an order for marmalade in a special jar; accordingly boxes were purchased for packing and shipping.

Orders did not come as fast as the women had hoped and the marmalade on hand darkened, so they canned peel and juice separately and finished the product as needed. The marmalade on hand was not uniform in color and appearance so the women finished making all of it at one home under uniform conditions. A slicer and thermometer were added to the association's equipment.

Mrs. Hartzell says:

Our work is now reduced to a system. Our equipment invoices at all times at about \$150, and consists of a stove, dies, labels, placards, containers and caps of different sizes, sugar, copyright, and packing cases. Our dividends have amounted to \$58 each. Not much, you say, but the biggest thing in this undertaking was not the money, but the fact that we accomplished what we set out to do. We standardized and placed grapefruit marmalade on the market. We have placed our product with four railroads. We intend to stick by this project.

## Marmalade Marketing Association

A HOME demonstration marmalade marketing association to sell grapefruit marmalade still has its seven original members in Hidalgo County, Tex.

Mrs. L. J. Hartzell, corresponding secretary of the association, said in a talk about the organization:

Our State, county, and district home demonstration agents, being in many homes, see the necessity for women to earn money that they may improve their homes, so they began to bring before club women the subject of standardizing some product and placing it on the market. They emphasized the fact that Tennessee and Arkansas women were placing products on the market and that Texas women were not doing so. We also have some women who want money of their own to spend just as they please. So the three things for which we are working, are the spirit of contest, necessity, and ambition.

The organization was started four years ago and grapefruit marmalade was

chosen as a product against which there would be little competition. Officers were elected and charter members paid an initiation fee of 50 cents. The women met at a home to perfect the recipe to be followed, and samples of containers which had been ordered were discussed and decided on. Some funds to start the project were raised. After the jars were received each member made a certain amount of marmalade, which was pooled and packed at the town of McAllen.

To sell the product the women decided on a marmalade day. Two or three clubs in each town were assigned to sell marmalade, served on hot biscuits. Local newspapers carried accounts of the venture. A considerable amount of marmalade was sold, but the greatest benefit received was the advertising.

The members then called on all merchants in various towns for orders and

The Bright Star 4-H Club in Miller County, Ark., reports 263 members enrolled, 120 boys and 143 girls. W. J. Jernigan, Arkansas State club leader, attributes the size of this club to the cooperation of teachers, the help of the county school superintendent, the size of the consolidated school district, the parents' approval of the 4-H club movement, and the enthusiasm of the members themselves.

### National 4-H Club Radio Program

Saturday, August 1

A STUDY OF THE FORMS OF MUSICAL COMPOSITIONS

|                 |                            |             |
|-----------------|----------------------------|-------------|
| An Overture.    | From William Tell.         | Rossini.    |
| A Reverie.      | Traumerei.                 | Schumann.   |
| An Inter-mezzo. | From Cavalleria Rusticana. | Mascagni.   |
| A Nocturne.     | Nocturne in E-flat.        | Chopin.     |
| A Melody.       | Melody in F.               | Rubinstein. |
| A Ballet.       | Flower Waltz.              | Delibes.    |
| A March.        | Semper Fidelis.            | Sousa.      |



## Legumes for Mountain Pastures and Hay Crops

COLORADO'S mountain ranchers are being interested in growing their own protein for feeding to livestock as a result of the efforts of extension service workers for the Colorado Agricultural College. Consequently, in a few years it will not be necessary for ranchmen to ship in such large amounts of protein concentrates as they are now purchasing, according to I. G. Kinghorn, publicity editor in Colorado.

Demonstrations are being conducted in several counties of the State by T. G. Stewart, extension agronomist, to show the importance of producing protein on the ranch in the form of alsike clover,

Calves wintered on native hay mixed with alsike clover, which had been seeded in the native hay meadows, produced the cheapest net gains in a wintering and subsequent summering demonstration in Jackson County. Other methods of wintering tested included the feeding of native hay alone, and native hay supplemented with cottonseed cake.

Alsike clover seeded on 200 acres of native hay meadow on the Baca Grant ranch in Saguache County last spring increased the hay tonnage by 14 tons last fall, although ordinarily little or no increase in either quality or quantity is expected the first season. There are

months for canning peas to mature, Mr. Stewart points out. Canning peas also are preferred by livestock because of their high sugar content.

The project of seeding yellow-blossomed sweet clover in depleted high-altitude ranges in cooperation with the United States Forest Service has been started recently and will be expanded in the near future. It is also planned to seed the clover in the sagebrush and native grasses on the public domain to improve the range for grazing livestock in the summer time.

Nine hundred and seventy-five acres were seeded to sweet clover for pasture on 38 different farms in Huerfano County alone during 1929, according to J. L. Shields, county extension agent.



An alsike clover demonstration showing a strip of alsike seeded in a native hay pasture

field or canning peas, and yellow-blossomed sweet clover. The pea and alsike-clover demonstrations are followed closely by feeding tests to show conclusively the fattening value of these legumes.

### Alsike Clover

Alsike-clover seeding demonstrations are being conducted at elevations ranging from 7,600 feet above sea level on the Baca Grant ranch to 9,200 feet on the Cahill ranch.

"Alsike is ideally fitted for high altitude use because of its hardiness, and because it produces great amounts of seed pods close to the ground, where they are not cut by mowers but may be scattered in raking," says Mr. Stewart. "As a result of this characteristic, alsike reseeded itself rapidly.

Results obtained to date may be summarized as follows:

8,000 acres of native hay on this old Spanish-grant ranch, and it is planned to broadcast alsike clover over this entire acreage.

### Peas

In addition to the alsike-clover project, variety tests of field and canning peas are being conducted in Teller, Routt, and Costilla Counties at elevations ranging from 7,200 to 8,700 feet above sea level. Field demonstrations of canning peas are also in progress in Garfield and Routt Counties for the purpose of creating local seed supplies.

In many sections it is planned to substitute canning peas for field peas because canning peas yield more grain and a larger tonnage of hay, and because, at unusually high altitudes, they mature considerably earlier than field varieties. It requires about six months for field peas to mature, and only about four

## Hawaii's Coffee and Frog Raising Clubs

Hawaii has five coffee-raising clubs with 55 members and one frog-raising club with 11 members, reports J. Hazel Zimmerman, acting assistant director of home economics in Hawaii.

After studying the markets in Honolulu, marketing specialists decided that 6,000 pairs of frog legs a week could be sold at 20 cents a pair, and to take advantage of this cash market, the extension service sponsored the frog-raising club. A few years ago the agricultural experiment station imported frogs into Hawaii to feed on certain insects, so this club is fighting insect pests while making money.

## 4-H Clubs to Manage Fair

The 4-H clubs of Whatcom County, Wash., will manage the county fair entirely this year. The directors of the fair association decided that it would be unwise to undertake the usual style of harvest celebration with horse races and other expensive attractions; but unanimously accepted the proposal of Harry B. Carroll, county agricultural agent, that the fair be managed by the 4-H clubs.

It has been decided that the livestock and agricultural exhibits will be limited to Whatcom County; that there will be no admission fees; and that production and utility will be emphasized, rather than show-ring qualifications. All other matters, including the dates of the fair and the kind of exhibition to be given, will be handled by the 600 club members.



## New Motion Pictures Show How U. S. Forests Serve Man

**H**OW FORESTS serve the people of the United States is shown in a series of new 1-reel motion-picture films just released by the Office of Motion Pictures for the United States Forest Service. The films are entitled: "Forest Fires—Or Game?" "Forests and Streams," "Unburned Woodlands," and "How Forests Serve."

Ceaseless activities of nature, rippling streams, trout flashing in the sunlight, wild game caught by the camera as they were fleeing, panic stricken, before advancing flames, give these forest-land reels dramatic interest. In varied ways, economic as well as recreational, the forests are shown to serve mankind, provided man does his part.

### *Forests and Streams*

Natural reservoirs, the forests with their cooling shade and sponge-like layers of leaves and humus, are shown in the film *Forests and Streams*, regulating streamflow, saving clear water and releasing it in springs, rivulets, and creeks long after the dry season has begun. To protect and preserve the water supply it is necessary to protect the forests.

The Southern Appalachians are the locale for many glimpses of sparkling waters and scenes showing enjoyment by campers and fishermen. Relationship between enduring values and the spongy floor of the forest are graphically shown by photographs of leaf cups filled to the brim with rain water and saturated soils supporting luxuriant vegetation and feeding trout streams, city reservoirs, and hydroelectric plants.

### *Unburned Woodlands*

*Unburned Woodlands*, 1 reel, contrasts the advantages of unburned woodlands with the disadvantages of burned woodlands. Scenes show that unburned woodlands are conservers of water, sources of employment for labor, the home of game and other wild life, and places of recreation, and that burned woodlands benefit no one. This film is of special interest to conservationists, campers, and nature lovers and will prove an interesting addition to any program for which a film of general interest is desired.

### *Forest Fires - Or Game?*

This film shows that bird and animal friends prefer green forests and that

forest fires and destructive logging methods kill or drive out wild life by destroying their homes and make restocking necessary.

The wily bass and mountain trout, timid quail and grouse, the elusive wild turkey, wild duck, moose and elk, and comical bear cubs are featured players. Scenes at a Federal fish hatchery of fish eggs hatching in troughs, becoming fry, then fingerlings, and when large enough being shipped to depleted streams and the closing of these streams until the fish grow large enough to furnish sport for fishermen, show steps the Government is taking to maintain the supply of game fish.

The fish and game scenes include some unusual nature photography and should prove of special interest to nature lovers, members of hiking clubs, and of the Izaak Walton League. This film will give variety to any program.

### *How Forests Serve*

In *How Forests Serve*, 1 reel, a few of the many ways in which protected forests serve mankind are summarized. It is pointed out that forests provide work in the woods, at portable mills, at big mills, in shipment, at factories and in building, and that national forests serve in a special way, one-fourth of the revenue from sales of national forest timber being used for roads and schools in the counties from which the timber comes.

Because of their similarity, these films are recommended for different rather than for the same program. Since the number of prints of these films is inadequate to meet all demands, extension workers who want them for special occasions should make application for bookings well in advance of the dates on which the films will be needed. They are loaned free, except for transportation charges to and from Washington.

## Department Films Shown in Holland

Two new films of the department, one on seed testing and one showing how seeds germinate, are to be shown at the sixth congress of the International Seed Testing Association which meets at Wageningen, Holland, July 13-18.

Dr. E. H. Toole, of the division of seed investigations, Bureau of Plant Industry,

under whose direction the films were made, will represent the United States Department of Agriculture at this international congress, having sailed May 27. He will also visit England, Scotland, Sweden, Denmark, Germany, Switzerland, and France.

*How Seeds Germinate*, one reel, contains some remarkable screen studies of the actual germination of seed made by the department's time lapse machine, built by the late Howard Greene, of the technical staff of the Office of Motion Pictures. These screen studies of plant growth show, in a few moments, growth over a period of from three days to a week. The tiny seeds are greatly magnified, nine completely filling the screen, in one scene, where one picture or "frame" was taken at 5-minute intervals for an entire week.

*Testing Seeds in Soil*, one reel, shows in detail a new method of testing seeds in soil used at the department's seed laboratories and contrasts the newer method with the older one of testing seeds in blotters. Imported seeds before being admitted into the United States are given both the purity and germination tests. How the germination tests are made are shown in this new 1-reel film which will be shown in Holland in July and will be ready for distribution in this country in the near future.

## Child-Feeding Charts

Eight child-feeding charts have just been issued by the Bureau of Home Economics as an aid for child study and parent education groups, home demonstration agents, teachers of child nutrition, pediatricians, visiting nurses, child welfare clinics, and other social service workers.

By attractive black and white illustrations and brief legends in popular language, the eight charts show successively: Factors that contribute to good nutrition; signs of good nutrition; training the baby to like a variety of flavors; suitable eating equipment for children; the importance of self-help in good food habits; how to adapt the same food ingredients of a meal to children of different ages; a day's meals for a 3-year-old; and daily food requirements for every child.

These child-feeding charts may be purchased from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 25 cents for the set of eight.



# WHAT ABOUT THE FARM BOARD?

TO what extent can the Farm Board bring about better prices and better times for the farmer?

— . —

WILL the Board lend funds to local cooperatives who for good reasons are not lined up with regional or national cooperatives?

— . —

WILL the Board aid in marketing surplus crops this year?

— . —

WHAT does the Board intend to do with the wheat it has stored?

— . —

WILL the Board finance a campaign to increase cotton consumption?



THESE are but a few of the many questions that have been puzzling extension workers. The Federal Farm Board extends an invitation to all the extension agents to submit questions concerning plans, activities, policies, and progress of the Board that they or farmers in their counties wish to have answered.

HUNDREDS of the letters, sending questions, have already been answered. All questions will receive careful consideration and replies will be made as rapidly as conditions permit.    \    \    \    \

— . —

WRITE FOR THE PUBLICATIONS LISTED. THEY WILL BE SUPPLIED WITHOUT COST    \    \    \    \



## Available Publications

Circ. 1. Federal Farm Board Questions and Answers

Circ. 2. Grow Less—Get More

Circ. 3. The Farm Board. Its General Policies and Work in Helping Agriculture

Bul. 2. Practical Experiences in Feeding Wheat

Bul. 3. Farmers Build Their Marketing Machinery

Bul. 4. Outlook for American Cotton

Bul. 5. Grain—Guide for Organizing Local Cooperative Marketing Associations

First Annual Report of the Federal Farm Board for Year Ended June 30, 1930

Agricultural Marketing Act

Capper-Volstead Act

Cooperative Marketing Act

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Send letters submitting questions or requesting bulletins to  
Frank Ridgway, Director of Information  
**FEDERAL FARM BOARD**  
Washington, D. C.





**I**T IS SO EASY TO make the beautiful and the useful work together that I wonder that they are ever divorced. A handsome lawn, fine hedges, a clean and shaded highway, a shrubbery giving glimpses of continuous bloom raise the market value of the property.

E. P. POWELL

